

Message Text

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44

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W
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R 091445Z JAN 76
FM AMCONSUL SAO PAULO
TO SECSTATE WASHDC 6660
INFO AMEMBASSY BRASILIA
AMCONSUL RIO DE JANEIRO

UNCLAS SAO PAULO 0064

PASS COMMERCE OMP/PED/BIC

E.O. 11652: N/A
TAGS: BTIO, BR
SUBJECT: TRADE OPPORTUNITY PROGRAM (TOP); EVALUATION

REF: 75 STATE A-6912

1. IN FY 1975 THE SAO PAULO TOP PROGRAM, DUE TO EXTREMELY HEAVY TRADE PROMOTION ACTIVITIES AND REDUCED STAFFING, WAS REFLEXIVE, RESPONDING TO REQUESTS FROM THE BRAZILIAN BUSINESS COMMUNITY. ONLY FIFTEEN TOS WERE PREPARED DURING THE FISCAL YEAR; NONE WERE SUBMITTED IN FEBRUARY, THE MONTH SELECTED FOR THE SAMPLE ON THE FORM. THEREFORE, THIS TELEGRAM IS IN LIEU OF THE FORM. HOWEVER, BEGINNING JULY LAST YEAR WE HAVE ATTEMPTED TO ACTIVATE THE PROGRAM BY CONSCIOUSLY SEEKING OUT TRADE OPPORTUNITIES. SO FAR IN THE PAST SEVEN MONTHS THIRTY-TWO TOS AND ONE GOVERNMENT TENDER HAVE BEEN SUBMITTED. ALTHOUGH IT IS TOO EARLY TO JUDGE EFFECTIVENESS OF THIS PROGRAM, INITIAL RESPONSE FROM U.S. FIRMS AND LOCAL BUSINESSMEN HAS BEEN VERY GOOD. THE POST HAS ENDEAVORED TO MAKE TOS AS SPECIFIC AS POSSIBLE AND, WITH FEW EXCEPTIONS, RESPONSES FROM U.S. FIRMS HAVE ALSO BEEN SPECIFIC. THE INITIAL REACTION OF THE LOCAL BUSINESS COMMUNITY TO THE TOP HAS BEEN VERY FAVORABLE AND WE KNOW OF AT LEAST ONE CASE WHERE BUSINESS HAS RESULTED.

2. A POSSIBLE, BUT WE BELIEVE, LESS EFFECTIVE ALTERNATIVE TO TOP WOULD BE GREATLY EXPANDING COMMERCIAL LIBRARY FACILITIES THROUGH
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USE OS A MICRO-FILM SYSTEM SIMILAR TO THE VSMF SYSTEM BEING

EVALUATED BY THIS POST. IT IS STILL MORE CONVENIENT FOR MANY
BUSINESSMEN, IN SAO PAULO AT LEAST, TO REQUEST TOS BY PHONE
OR BY LETTER THAN RESEARCH CATALOGS AT THE CONSULATE. IT IS ALSO
OUR BELIEF THAT AN ADEQUATE COMMERCIAL REFERENCE FACILITY AT
THE POST AND A RESPONSIVE TOP COMPLEMENT EACH OTHER AND BOTH OF
THESE EFFECTIVE PROMOTIONAL TOOLS SHOULD BE KEPT AND STRENGTHENED.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 09 JAN 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976SAOPA00064
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760008-0846
From: SAO PAULO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760171/aaaackyd.tel
Line Count: 69
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE A-6912
Review Action: RELEASED, APPROVED
Review Authority: castelsl
Review Comment: n/a
Review Content Flags:
Review Date: 01 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01 JUL 2004 by barnescd>; APPROVED <18 AUG 2004 by castelsl>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TRADE OPPORTUNITY PROGRAM (TOP); EVALUATION
TAGS: BTIO, BR
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006